

# Success Achieved.



**Expertise for Success**

*L-R: Homesteaders Senior Account Executive Jill Lambert, Dave Moore of Hogan Bremer Moore Colonial Chapels and Lori Crabb of PreNeed Systems*

**“PreNeed Systems trains and supports our staff to succeed, and Homesteaders offers resources that complement their approach to pre-need sales.”**

The old saying that ‘good things come to those who wait’ does *not* apply to Dave Moore’s approach to success for his Mason City, Iowa funeral home. By partnering with Homesteaders-affiliated marketing organization PreNeed Systems, Moore has been able to serve more families and grow his pre-need program.

“When I began working with PreNeed Systems and learned about their approach, they showed me definitive results,” Moore said.

PreNeed Systems works side by side with funeral home owners to develop individualized plans for success. Owners who use the marketing organization’s proprietary contact management system also benefit from the support and expertise of a pre-need administrator.

PreNeed Systems’ Vice President of Sales Lori Crabb said, “We ask funeral home owners to look at it this way: It’s an addition to their staff in building their pre-need block of business. Our administrators are experts at finding different ways to market pre-need, from direct mail to aftercare.”

Choosing experienced pre-need partners was vital for Moore, who said his pre-need and at-need business have equally important roles in his firm’s continued success.

“Homesteaders has been very supportive, and I’ve found their staff to be dedicated and helpful,” he said. “The fact that Homesteaders has been around for more than a century speaks volumes.”



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